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Governor Patrick Announces September as Preparedness Month Statewide "Help Us Help You" Campaign Urges Personal Preparedness

Governor Deval Patrick announced today that he is asking all citizens to mark the occasion of Preparedness Month by gathering an emergency supply kit and creating a family emergency plan. September is Preparedness Month in the Commonwealth of Massachusetts. Working together, the Executive Office of Public Safety and Security (EOPSS) and the Massachusetts Emergency Management Agency (MEMA) have developed a campaign for Preparedness Month entitled "Help Us Help You: Security Is In Your Hands Too."

"As federal homeland security funding to the states decreases and we are forced to do more with less, it is up to all citizens to play a role in emergency preparedness. By preparing yourself and your family, not only will you be more secure, but you will help to preserve critical resources for those who need them most," said Governor Patrick

"As our nation continues to rebuild after Hurricane Katrina and we approach the sixth anniversary of the 9/11 attacks, I encourage the citizens of the Commonwealth to take the time to prepare themselves and their families for an emergency. Preparing yourself is a critical part of the overall emergency response and requires four steps: get a kit, make a plan, know your resources, and help a friend," said Secretary for Public Safety and Security Kevin Burke.

To “get a kit” is to gather a box of emergency supplies for your family. To “make a plan” is to create an emergency plan of action for your family. And to “know your resources” is to know how and where to find important information in the event of an emergency.

The “Help Us Help You: Security Is In Your Hands Too” campaign aims to provide the citizens of the Commonwealth with the information they need to learn how to prepare themselves for an emergency situation, either natural or man-made. EOPSS and MEMA are working with the Boy Scouts of America to blanket the state with Preparedness Month brochures and the MBTA has donated advertising space on the T and buses for the month. All brochures and ads will include information on how to prepare yourself for an emergency and direct people to www.mass.gov/helpushelpyou for more information.

EOPSS and MEMA have also planned a wide variety of preparedness-related events for September. Events range from table-top and full-scale exercises for first responders to blood drives to an informational booth at the Big E in Springfield.

The Governor’s new State Homeland Security Strategy will also be unveiled in September. The strategy, which outlines current and planned homeland security initiatives and stresses cooperation between all levels of government, the private sector, and the people of the Commonwealth follows in the spirit of Preparedness Month and will serve as a guideline for future homeland security efforts. A full list of events can be found online on the Preparedness Month website.

“For too long homeland security and personal preparedness have been cloaked in either optimistic platitudes or paralyzing fear. Our goal is for the people of the Commonwealth to feel knowledgeable and empowered with regards to these subjects,” said Undersecretary for Homeland Security Juliette Kayyem. “Security doesn’t have to be intimidating.”